

Request for Proposals

**Restaurant, Café, Bistro, Coffee Houses
and/or Catering Company at the
Historic Clise Mansion
Marymoor Park
and various King County Parks locations**



King County

NEW PUBLIC-PRIVATE VENTURES

Restaurants, Cafés, Coffee houses, Bistros and Catering Operations

FOR KING COUNTY PARKS AND POOLS

RFP Issued April 7, 2005.

Responses due by April 28, 2005, 2:00 pm

I. – FOOD & BEVERAGE BASED PUBLIC/PRIVATE VENTURES

King County Parks is the #1 Regional Parks provider and boasts more than 6 million visitors annually to its 25,000 acres of parks, pools, trails, open space and natural lands. King County Parks has been implementing a transition plan that calls for a new “way of doing business”. The *US Bank Concerts at Marymoor*, naming rights at the *Group Health Velodrome*, the nationally acclaimed *Cougar Mountain Trail Running Series* and the opening of a nationally branded restaurant (*SUBWAY*) at the Weyerhaeuser King County Aquatic Center and Marymoor Park are all testaments to this “new way of doing business”.

This Request for Proposals (“RFP”) seeks concrete concepts and proposals that create quality restaurant, café, bistro dining experiences and catering amenities for parks users while generating revenue in support of King County Parks. The RFP is issued for a specific time period to encourage comparable proposals receiving review in a timely manner. King County Parks may and will accept proposals throughout the year and may, in its sole discretion, select the proposal(s) that it determines are most feasible and provide the greatest benefits to the citizens of King County.

- Visit www.dnr.metrokc.gov/parks/partnership/ for a PDF of our Partnership for Parks brochure
- Visit www.metrokc.gov/parks for a complete listing of King County Park's facilities, programs and events.

II. – ELIGIBLE APPLICANTS/PROPOSERS

Any for-profit or nonprofit entity is eligible to respond to this RFP. In addition, any individual or groups of individuals – other than King County employees – are eligible to respond to this RFI&P.

III. – CATEGORIES

King County Parks has identified several revenue generating categories in the Food and Beverage Industry for which it seeks specific proposals. ***We also highly encourage respondents to submit creative proposals of their own in addition to those identified in this request.***

A. Restaurant and Fine Dining at the Historic Clise Mansion, Marymoor Park.

Clise Mansion offers a truly unique and once in a lifetime opportunity for the visionary restaurateur. Nestled in the heart of the Historic District in the 640-acre Marymoor Park the Clise Mansion exudes vitality and charm. The park attracts more than 3 million visitors each year, hosts hundreds of events and is the crown jewel of the nationally acclaimed King County Parks system.

Major regional, national and international corporations such as Microsoft, Nintendo, Safeco and Group Health Cooperative are located near the park and consider Marymoor their “home” park. East King County is home to many of the most affluent communities in the region and represents strong demographics in support of business ventures. Additionally, Marymoor Park and the Clise Mansion are a short 25 minute commute from the heart of downtown Seattle via Interstate 90 or State Highway 520.

The project includes but is not limited to adapting and renovating a portion or the entire premise of the Historic Clise Mansion to accommodate a full service restaurant. This project would involve extensive community and user input, close coordination with the King

County Landmarks Commission, coordination with Parks Division staff and true “visioning” to embrace the ambience and charm of both Marymoor Park and the Clise Mansion.

B. Delis, Coffee Houses, Cafés, Bistros.

This includes but is not limited to constructing, adapting and renovating new or existing facilities to accommodate full service restaurants, kiosk locations, bistro style cafes, coffee houses, etc. to generate food and beverage sales at:

- Marymoor Park, Redmond
- Cottage Lake Park, Woodinville
- Fall City Park, Fall City
- Dockton Park, Dockton – Vashon Island
- Weyerhaeuser King County Aquatic Center, Federal Way
- Tolt MacDonald Park, Carnation

C. Catering and Event facilities/operations

This includes but is not limited to constructing, adapting and renovating new or existing facilities to accommodate catering operations at one or more parks locations. Catering operations would have the benefit and opportunity of coordinating with existing events such as the *US Bank Concerts at Marymoor* and/or creating new events, series, etc. in support of their business model.

IV. SUBMISSION REQUIREMENTS

- Proposals may not exceed a total of 15 pages.
- Proposals are due on or before 2:00pm *April 28, 2005*.
The County prefers that proposals be submitted via e-mail in an **MS word** attachment to roy.dodman@metrokc.gov

- The subject line of the e-mail should contain the proposal category or categories.
- Proposers will receive a confirming e-mail acknowledging the County's receipt of the submittal.

Proposers are encouraged to visit the King County Parks Website www.metrokc.gov/parks/ to view current information about the King County park system's facilities, programs and events.

The County will also accept hard copies of proposals in lieu of e-mail. Hard copies must be mailed or hand-delivered to King County Procurement and Contract Services, 821 Second Avenue, 8th Floor, Seattle, WA 98104. All proposals should be addressed to the attention of Roy L. Dodman, Senior Buyer for King County Procurement and Contract Services. Hard copies that are mailed will be deemed received on the date that they are actually delivered to King County Procurement and Contract Services.

Proposals should contain the following information in the order indicated:

- Title
- Summary of proposal (not to exceed 100 words)
- Respondent name (individual, corporation, etc.)
- Contact person and phone number
- Description including project feasibility, suggested partnership structure, and a brief statement of respondent's credentials and/or experience with similar projects
- Outline of key agreement terms (not to exceed one page)
- Explanation of revenue and/or other benefits to King County Parks
- Anticipated County involvement, if any (administration, etc.)
- Timeframe for project implementation
- Other pertinent information

V. EVALUATION AND SELECTION

King County Parks intends to select the proposals that it determines to be in the best interest of the public, based on the following criteria:

1. **Design & Construction (100 points):** The Applicant/Proposer's ability to successfully renovate an existing facility or design and construct a new facility consistent with current and projected park uses within the time and budget limitations. Provide artist renderings, architectural drawings, and schematics for proposed renovations or new construction focusing on external architectural features and their relationship to existing park structures and uses. In particular aesthetics, efficiency, environmental impacts and "green" building practices.
2. **Financial Resources (100) points:** Evidence of the Applicants/Proposer's financial strength, stability and ability to complete the project.
3. **Annual Income/Expense Statement (100 points):** Proforma annual Income and Expense statement for short, mid and long-term operation. Specifically:
 - Business plan
 - Operating expenses
 - Gross and net revenues
 - Revenue to King County
4. **Management & Maintenance Plan (100 points):** The Applicant/Proposer's management and staffing plan. Specifically:
 - Staffing Plan
 - Years and types of experience in food and beverage industry
 - Facility Maintenance Plan (life span of surfaces, mechanical parts, projected repair costs
 - Delineation of maintenance agreements

5. **Public Process & Promotion (100 points):** The Applicant/Proposer's ability to work with stakeholders, King County staff, the Landmarks Commission, Friends of Marymoor Park, and individual citizens concerned about their parks through the design, build/renovate, and operation process. Specifically:

- Public and media relations during design and build process.
- Staffing at community meetings and forums.
- Media plan for grand opening and ongoing promotional efforts.
- Marketing and advertising expenses as a function of the overall business plan.
- Current media and PR partners.

King County Parks may, in its sole discretion, select the proposals that it determines are most feasible and provide the greatest benefits to the citizens of King County. King County Parks may negotiate final agreements with proposers that differ from the terms contained in their proposals. Agreements will contain provisions appropriate to the particular proposal, consistent with County policies and applicable legal requirements. King County Parks may also reject any or all proposals, and this RFP process does not preclude King County Parks from entering into agreements using other procedures. By submitting a proposal, proposers agree to the terms of this RFP.

VI. QUESTIONS, ADDENDA, AND ADDITIONAL INFORMATION

Questions should be submitted by April 15, 2005, to ensure that they can be answered prior to April 22, 2005. Questions must be submitted in writing, preferably **via e-mail**, to Roy L. Dodman at roy.dodman@metrokc.gov. Questions may also be mailed to King County Procurement and Contract Services, Attn: Roy L. Dodman, 821 Second Avenue, 8th Floor, Seattle, WA 98104.

Proposers may check the County's website for addenda and answers to questions. The County will endeavor to post answers to questions submitted by April 22, 2005. Regular updates to the web site should occur by Friday

morning of each week. Unfortunately, hard copies of answers and addenda cannot be mailed.

To the extent Applicants/Proposers need additional information that cannot be obtained prior to the submittal date of April 28, 2005, Applicants/Proposers may simply state their assumptions with respect to the needed information (e.g., this proposal assumes that there are x number of users annually at the facility.)

Interested parties may access the following information on the King County website at <http://www.metrokc.gov/finance/procurement/parks.asp>

1. List of all park and pool facilities with addresses
2. List of sites with the most potential for parks concessions
3. Links to Marymoor Park, King County Aquatic Center, and the King County Fairgrounds websites (including maps and/or area layouts)

VII. SITE VISITS

Interested parties may visit King County parks and recreation facilities as a member of the general public during regular business hours.

VIII. CONTRACTING

Any proposer whose proposal is selected for a contract shall complete all required contract forms and documents as required by Federal, state and local law.

IX. KING COUNTY CONTRACTING OPPORTUNITIES PROGRAM

The purpose of the King County Contracting Opportunities Program is to maximize the participation of Small Economically Disadvantaged Businesses (SEDB) through the use of rating points in the award of King County competitively bid contracts for the acquisition of technical services. The

program is open to all firms that are certified as an SEDB by King County's Business Development and Contract Compliance Office.

A "Small Economically Disadvantaged Business" (SEDB) means that a business and the person or persons who own and control it are in a financial condition, which puts the business at a substantial disadvantage in attempting to compete for public contracts. The relevant financial condition for eligibility under the Program is set at fifty percent (50%) of the Federal Small Business Administration (SBA) small business size standards using the North American Industrial Classification System (NAICS), and an Owners' Personal Net Worth less than \$750K dollars.

A "Certified Firm" means a business that has applied for participation in King County's Contracting Opportunities Program, and has been certified as an SEDB by the King County Business Development and Contract Compliance (BDCC) office. Information about becoming a Certified Firm, as well as a list of Certified Firms, may be obtained by visiting the King County's Contracting Opportunities Program Website address:

<http://www.metrokc.gov/exec/bred/bdcc/prog/kccontractopp.htm> or contacting the BDCC office at (206) 205-0711.

In the evaluation of proposals, ten points will be allotted for SEDB participation. King County will count only the participation of SEDBs that are certified by King County at the date and time of proposal submittal. After tabulation of the selection criteria points of all prime submitters, fifty (50) points shall be added to the score of all proposals that meet at least one of the two following sub-criterion:

1. If the Prime submitter is a SEDB firm that anticipates performing work for the entire contract unassisted and includes the SEDB certification number on page one of this submittal.
2. If the Prime submitter is not an SEDB but will use SEDBs for at least 5% of the total contract labor hours in the work to be performed in this contract, and who complete the following table and include it in their proposal submission:

SEDB Certification Number	Sub- Consultant Name	Contact Name / Phone	Work to be performed	Percentage of Total Hours

SEDB participation shall be counted only for SEDBs performing a commercially useful function according to custom and practice in the industry. A commercially useful function is defined as a specific scope of work for which the SEDB has the management and technical expertise to perform using its own workforce and resources.

X. ANTICIPATED INSURANCE REQUIREMENTS

Applicants/Proposers must demonstrate a minimum of \$1,000,000 Per Occurrence / \$2,000,000 Aggregate in general liability insurance and may be required to provide additional insurance and/or coverage.

XI. A FINAL NOTE

County Executive Ron Sims expresses his sincere appreciation for your interest in supporting King County Parks. Thank you and good luck.